

**LORD-YOUNG**  
Engineering Co., Ltd.  
Engineers and Contractors  
Pantheon Block, Honolulu, T. H.  
Telephones 2610 and 4567.

**M'CHESNEY COFFEE CO.**  
COFFEE ROASTERS  
Dealers in Old Kona Coffee  
MERCHANT ST., HONOLULU

**WIRE FENCES AND GATES**  
The very best for every use.  
J. C. AXTELL'S  
Alaska Street

**SPECIAL SALE**  
Grass Linen and Pongee Waist  
Patterns  
YEE CHAN & CO.  
Corner King and Bethel Streets.

**CURIOS, JEWELRY AND NOVELTIES**  
HAWAIIAN JEWELRY NOVELTY CO.  
King and Bethel Streets.

**JAMES NOTT, Jr.**  
Plumber and Sheet Metal  
Worker.  
Phone 2566 74 S. Beretania

**Reliable Transfer Co.**  
PHONE 5319  
Bethel St., bet.  
King and Hotel Sts.

Economize in everything—  
**Use White Wings.**  
At Your Grocer's.

**RE-TIRE AND SUPPLY CO.**  
GUARANTEE  
SATISFACTION.  
Corner Nuuanu and Pauahi Sts.

**FONG INN & CO.**  
Antiques and Chinese  
Merchandise.  
Nuuanu, above Pauahi.

Suggestions and designs for  
**RESETTING AND REMODELING OLD JEWELRY.**  
Gold and Platinum Settings.  
WALL & DOUGHERTY.

**Territorial Agents for—**  
STANDARD GAS ENGINES  
Honolulu Iron Works Company

**D. J. CASHMAN**  
TENTS AND AWNINGS  
Used Tents & Canopies for Rent  
Thirty Years' Experience.  
Fort St., near Allen, upstairs.  
Phone 1467.

**HAVE YOU HAD YOUR FEET**  
"FOOTGRAPHED" YET?  
REGAL BOOT SHOP  
Fort and Hotel Streets

**PAPER**  
All kinds of Wrapping Papers and  
Twines, Printing and Writing Papers.  
AMERICAN-HAWAIIAN PAPER  
& SUPPLY CO., LTD.  
Fort and Queen Streets, Honolulu  
Phone 1410. Geo. G. Guild, Gen. Mgr.

**The HUB**  
for Clothes

**WIRELESS**  
MUTUAL TELEPHONE CO., LTD.

**PACIFIC ENGINEERING COMPANY, LTD.**  
Consulting, Designing and Constructing Engineers.  
Bridges, Buildings, Concrete Structures, Steel Structures, Sanitary Systems, Reports and Estimates on Projects. Phone 1045.

**STEINWAY**  
Bargains in Other Pianos  
PLAYER PIANOS  
THAYER PIANO CO., LTD.  
156 Hotel Street. Phone 2313.

## BY AUTHORITY.

## RESOLUTION NO. 378.

Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of Five Thousand Dollars (\$5000.00) be and the same is hereby appropriated out of all moneys in the General Fund of the Treasury for an account to be known as Court Expenses, First Circuit Court, said sum to be hereby advanced towards, credited to, and charged against the total biennial appropriation authorized and directed by law for Court Expenses, First Circuit Court, and to be refunded from said biennial appropriation as the same shall become available from time to time.

Presented by  
**DANIEL LOGAN,**  
Supervisor.  
Honolulu, December 17, 1915.

I hereby certify that the foregoing resolution passed first reading and ordered to print at the meeting held on Friday, December 17, 1915, on the following vote of the Board of Supervisors, to wit:

Ayes: Ahia, Arnold, Hollinger, Horner, Larsen, Logan. Total 6.  
Noes: None.  
Absent and not voting: Shingle. Total 1.

**E. BUFFANDEAU,**  
Deputy City and County Clerk.  
6350-Dec. 20, 21, 22.

## RESOLUTION NO. 368.

Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of Fifteen Hundred Dollars (\$1500.00) be and the same is hereby appropriated out of all moneys in the Permanent Improvement Fund of the Treasury for an account known as Construction Road Waimea Station to Waimea Bridge.

Presented by  
**DANIEL LOGAN,**  
Supervisor.  
Honolulu, December 17, 1915.

I hereby certify that the foregoing resolution passed first reading and ordered to print at the meeting held on Friday, December 17, 1915, on the following vote of the Board of Supervisors, to wit:

Ayes: Ahia, Arnold, Hollinger, Horner, Larsen, Logan. Total 6.  
Noes: None.  
Absent and not voting: Shingle. Total 1.

**E. BUFFANDEAU,**  
Deputy City and County Clerk.  
6350-Dec. 20, 21, 22.

## RESOLUTION NO. 351.

Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of Twenty-four Hundred Dollars (\$2400.00) be and the same is hereby appropriated out of all moneys in the General Fund of the Treasury for an account known as City and County Equipment (Fire Hose).

Presented by  
**CHAS. N. ARNOLD,**  
Supervisor.  
Honolulu, December 2, 1915.

Approved this 17th day of December, A. D. 1915.

**JOHN C. LANE,**  
Mayor, City and County of Honolulu,  
T. H.  
6350-Dec. 20, 21, 22.

## RESOLUTION NO. 369.

Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of Four Hundred Dollars (\$400.00) be and the same is hereby appropriated out of all moneys in the General Fund of the Treasury for the following account, to wit:

Emergency Hospital, Furniture and Equipment .....\$400.00

Presented by  
**DANIEL LOGAN,**  
Supervisor.  
Honolulu, December 17, 1915.

I hereby certify that the foregoing resolution passed first reading and ordered to print at the meeting held on Friday, December 17, 1915, on the following vote of the Board of Supervisors, to wit:

Ayes: Ahia, Arnold, Hollinger, Horner, Larsen, Logan. Total 6.  
Noes: None.  
Absent and not voting: Shingle. Total 1.

**E. BUFFANDEAU,**  
Deputy City and County Clerk.  
6350-Dec. 20, 21, 22.

## SEALED TENDERS.

Sealed Tenders will be received by the Maui Loan Fund Commission, at Wailuku, Maui, T. H., up to 7 o'clock p. m., of Wednesday, December 22, 1915.

1st—Furnishing material for the construction of a kitchen and dining room, ice and electric building, and a cold storage room for the Kula Sanitarium, Kula, Maui.  
2nd—For hauling material for the construction of a kitchen and dining room, ice and electric building, and a cold storage room to the Kula Sanitarium, Kula, Maui.

Plans and specifications and blank forms for proposals are on file in the office of the Superintendent of Public Works, Capitol building, Honolulu, T. H.

The Maui Loan Fund Commission reserves the right to reject any and all bids.

**MAUI LOAN FUND COMMISSION,**  
R. A. WADSWORTH,  
Secretary.  
6343-10t

## NOTICE.

My wife, Cecelia Koi Mitchell, having left my bed and board without just cause or provocation, all persons are hereby notified that I shall not be responsible for any debts contracted by her henceforth.

**LEONARD MITCHELL,**  
Honolulu, Dec. 20, 1915.  
6350-3t

STAR-BULLETIN GIVES YOU  
TODAY'S NEWS TODAY.

## Home Course in Advertising

To be Conducted in this Paper by Alex F. Osborn, Instructor in Advertising, Buffalo YMCA High School



FOR THE MERCHANT MAN FOR THE MANUFACTURER FOR THE AMBITIOUS YOUTH

**PURPOSES OF THE COURSE—**(1) To increase returns for the retailer who now advertises. (2) To show the non-advertising retailer how he can lower his prices, yet increase his profits. (3) To suggest to the jobber and manufacturer a cautious method to create demand and increase good-will. (4) To prepare the person with latent advertising ability for a place in this new "profession."

This course, when delivered personally to a class of students, costs \$15. It is equivalent to a correspondence course which costs \$95. The entire 90 lessons will be given exclusively with this newspaper free of charge.

## CHAPTER XXXIII.

## WHY THE RETAILER CHOOSES NEWSPAPERS.

There are many reasons why the newspaper is the retailer's first choice. For one thing, the newspaper enjoys a home interest. Particularly it has a personal interest—it deals with things so local as to be intimate to every dealer. It may be simply through the fact that the newspaper tells of the city government to which the reader pays taxes, or it may be through the fact that it records the demolition of a building which the reader has passed by day in and day out. All the time, the newspaper narrates things of far more interest than any other medium can offer the reader.

The newspaper has an ever fresh appeal. It quickens the reader's interest every day, if it be a daily, or every week if it be a weekly. It always offers something new—really new. And so, if you get a magazine and a newspaper in the same mail in the morning, you are a lot more likely to look at the newspaper first. You are keen to find what has happened since your last news perusal. And it makes retail advertising in the newspapers so successful, and therefore makes the newspaper the best place for retail advertising.

For instance, here is an attempt to do without the newspaper. Look at that bulletin board advertising a certain kind of shoe for a large department store. You may pass this every day—twice a day. Yet you will really see it about once every three months—and possibly you might not consciously see it even that seldom. That sign does not have any fresh appeal. You may know that it is there. But after your first attention to it, it fails to open up your mind again, and to shoot in another stimulus by way of something new or personal enough to attract your repeated attention.

Retail advertising chooses the newspaper for another reason. A good newspaper is a sort of institution. Men fight for their newspapers. A reader of this paper is apt to say that the other is no good. A paper may grip a person's life as fervidly as a church. The majority of people have gotten nearly all they know out of their newspaper. As a result the newspaper has a hold on a community whether the community knows it or not.

In a political campaign, a newspaper often shows its potential power. What the paper says carries weight—that is, if it is an honest newspaper. If it is not honest, then people do not believe in its arguments. No matter how clever or verbally forceful their assertions may be, such papers will not carry the weight, even though their circulation may be as big as any paper in town.

But a real paper with a time-tried reader-confidence has the power to carry any message. That is why it can carry advertising messages to the profit of the advertiser. And these facts quite often make the question of newspaper rates a hard puzzle. No one can arbitrarily say, for instance, that each thousand circulation is worth a quarter of a cent a line, because it wouldn't be in some papers, whereas in others it might be worth half a cent a line or more—for some papers are almost Bibles in the homes wherein they circulate.

A moot question on retail advertising is: "Shall I advertise in the morning papers or the afternoon?" This is one of the most elusive questions. It depends on the paper. One morning paper may actually go into more homes than any other paper in the community. Therefore, it may reach more women. And yet, for the advertising of something that would appeal to women, such as most department store advertising, it might be argued that the evening paper is the one to use. The evening paper may claim that the housewife does not have time during the day to look at the morning paper, whereas she reads the evening paper in her leisure hours. But here, too, any effort at a definite law is worthless. The principle to follow is simply that the best paper is the one which will give the greatest number of prospects at the lowest cost.

Newspaper advertising not only enjoys the backing or the faith that readers are apt to have in their paper. There is another virtue—that of temperate atmosphere. As a rule, cold type connotes conservatism of expression. A man might slander verbally, but to put that slander into print and make it libel—he would think more than twice before he did that. Words which are put into print are usually weighed carefully. People know that. In that atmosphere they interpret newspaper advertising. This unconsciously makes a newspaper reader more susceptible to the retailer's message than if he sent that message to her in a fatherless leaflet stuffed under her door.

The American liner St. Paul arrived at New York 24 hours late, after having lost both sets of steering apparatus during the recent gale. She steered by the propellers until re-William G. McAdoo, wife of the Secretary of the Treasury, and daughter of President Wilson, paid a fine of

\$25 at Savage, Md., for speeding while driving Mrs. McAdoo.  
Frank L. Glynn, superintendent of the New Haven Trade School, announced his acceptance of the appointment of superintendent of trade schools for the state of Wisconsin.

## BY AUTHORITY.

## RESOLUTION NO. 354.

Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of Five Hundred and Seventy-two Dollars and Three Cents (\$572.03) be and the same is hereby appropriated out of all moneys in the General Fund of the Treasury for an account known as Premium on Bonds.

Presented by  
**DANIEL LOGAN,**  
Supervisor.  
Honolulu, December 7, 1915.

Approved this 20th day of December, A. D. 1915.

**JOHN C. LANE,**  
Mayor, City and County of Honolulu,  
T. H.  
6351-Dec. 21, 22, 23.

## RESOLUTION NO. 364.

Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of Fifteen Hundred Dollars (\$1500.00) be and the same is hereby appropriated out of all moneys in the Permanent Improvement Fund of the Treasury of the City and County of Honolulu for the account of Parking Kalakaua Avenue.

Introduced by  
**CHAS. N. ARNOLD,**  
Supervisor.

Date of introduction:  
Honolulu, December 7, 1915.

Approved this 20th day of December, A. D. 1915.

**JOHN C. LANE,**  
Mayor, City and County of Honolulu,  
T. H.  
6351-Dec. 21, 22, 23.

## SEALED TENDERS.

Sealed tenders will be received by the Board of Harbor Commissioners until 2 p. m. of Wednesday, January 26, 1916, for constructing and delivering two Pilot boats.

Plans and specifications and blank forms of proposal are on file in the office of the Board of Harbor Commissioners, Capitol building, Honolulu, T. H., and with Alexander & Baldwin, Melhorn building, Seattle, Washington.

The Board of Harbor Commissioners reserves the right to reject any or all tenders.

(Signed) **A. C. WHEELER,**  
Acting Chairman, Board of Harbor Commissioners.

Honolulu, December 20, 1915.  
6350-Dec. 20 to Jan. 1 fac.

**OFFICE OF THE DEPARTMENT OF PUBLIC INSTRUCTION.**

Honolulu, Hawaii, Dec. 17, 1915.

All bills against the Department of Public Instruction of the Territory of Hawaii, incurred during the present biennial period, beginning January 1, 1914, and ending December 31, 1915, and remaining unpaid, must be forwarded to the office of the Department of Public Instruction, properly made out on the regular form, not later than January 7, 1916, to insure payment of same.

**HENRY W. KINNEY,**  
6349-6t

## LEGAL NOTICES.

IN THE CIRCUIT COURT OF THE First Judicial Circuit, Territory of Hawaii. At Chambers—in Probate.

In the matter of the estate of Melisa Notley, deceased.

**NOTICE TO CREDITORS.**  
The undersigned, having been duly appointed administrator with the will annexed of the estate of Melisa Notley, deceased, hereby gives notice to all creditors of said deceased to present their claims duly authenticated and with proper vouchers, if any exist, even if the claim is secured by mortgage upon real estate, to him at his office, No. 97 Merchant street, Honolulu, Territory of Hawaii, within six months from the date of the first publication of this notice, or within six months from the day they fall due, or the same will be forever barred, and all persons indebted to the said estate are hereby notified to make immediate payment to the undersigned as such administrator with the will annexed.

Honolulu, T. H., November 30, 1915.  
**H. M. von HOLT,**  
Administrator with the Will Annexed of the Estate of Melisa Notley, deceased.

Frear, Prosser, Anderson & Marx, attorneys for administrator.  
6334-Dec. 1, 8, 15, 22, 29.

## ILLINOIS LAD WINS RHODES SCHOLARSHIP

**CHICAGO, Ill.**—Chester Verne Easum of Clayton, Adams county, Ill., was awarded the Rhodes scholarship from Illinois at the University of Oxford, England, for 1915-19, at a meeting of the Illinois Rhodes scholarship committee.

Harold Natestad of Sioux Falls, S. D., was named as alternate and will be named for the prize should Easum fail in the final examinations in Greek, which will be given him at Oxford the first of next year.

Easum is a student at the University of Illinois. Natestad is a native of South Dakota and a graduate of the University of Chicago. He is eligible to an examination for the scholarship to be held at Sioux Falls in 1916, and if successful will be given that scholarship; if not, he is still an alternate from Illinois.

## CANADIAN EXHIBIT TO GO TO SAN DIEGO FAIR

**SAN FRANCISCO, Cal.**—The superlative Canadian exhibit at the exposition is going to San Diego in its entirety. The display in the Canadian pavilion, together with a large quantity of exhibits that were warehoused, will be taken to the Panama-California exposition and installed in a building already provided for the purpose. No disposition has yet been made of the Canadian pavilion here.

Three horses were burned to death and nine others so badly burned that they had to be killed, when the stable of \$4000.

## OCEANIC STEAMSHIP CO.

8½ DAYS TO SAN FRANCISCO

## FOR SAN FRANCISCO:

Sonoma .....Dec. 28  
Sierra .....Jan. 18  
Ventura .....Feb. 8  
Sonoma .....Feb. 29

## FOR SYDNEY:

Ventura .....Jan. 3  
Sonoma .....Jan. 28  
Sierra .....Feb. 14  
Ventura .....March 6

C. BREWER & COMPANY, L.L.D., General Agents

## Matson Navigation Company

Direct Service Between San Francisco and Honolulu

## FROM SAN FRANCISCO:

S. S. Wilhelmina .....Dec. 21  
S. S. Manoa .....Dec. 28  
Matsonia .....Jan. 4  
S. S. Lurline .....Jan. 11

## FOR SAN FRANCISCO:

S. S. Lurline .....Dec. 21  
S. S. Wilhelmina .....Dec. 29  
Manoa .....Jan. 4  
S. S. Matsonia .....Jan. 12

S. S. Hilonian, Seattle for Honolulu direct, November 13.

CASTLE & COOKE, LIMITED, Agents, Honolulu

## TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:

## FOR THE ORIENT:

S. S. Chiyo Maru .....Dec. 24  
S. S. Tenyo Maru .....Jan. 14  
Nippon Maru .....Jan. 29  
Shinyo Maru .....Feb. 11

## FOR SAN FRANCISCO:

S. S. Tenyo Maru .....Dec. 21  
S. S. Nippon Maru .....Jan. 4  
S. S. Shinyo Maru .....Jan. 18  
Chiyo Maru .....Feb. 15

CASTLE & COOKE, LIMITED, Agents, Honolulu

## AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE

A Steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TEN DAYS via Straits of Magellan. From SEATTLE AND TACOMA, S. S. PANAMAN, to sail about December 25th.

For particulars as to rates, etc., apply to  
**C. P. MORSE,** General Freight Agent.  
**H. HACKFELD & CO., LTD.** Agents.

## CANADIAN-AUSTRALIAN ROYAL MAIL LINE

Subject to change without notice.

## For Victoria and Vancouver

Niagara .....Jan. 7  
Makura .....Feb. 4

## For Suva, Auckland and Sydney

Niagara .....Dec. 29  
Makura .....Jan. 26

**THEO. H. DAVIES & CO., LTD., GENERAL AGENTS**

## MOVEMENTS OF MAIL STEAMERS

## VESSELS TO ARRIVE

Thursday, Dec. 23.  
San Francisco, Los Angeles and Hilo—Great Northern, Hill str.  
Maui—Claudine, I. I. str.  
Friday, Dec. 24.  
San Francisco—Chiyo Maru, T. K. K. str.  
Saturday, Dec. 25.  
Maui, Molokai, Lanai—Mikahala, I. I. str.  
Hilo—Mauna Kea, I. I. str.  
Kauai—Kinai, I. I. str.

## VESSELS TO DEPART

Thursday, Dec. 23.  
Maui—Claudine, I. I. str.  
Kauai—W. G. Hall, I. I. str.  
Friday, Dec. 24.  
Yokohama—Chiyo Maru, T. K. K. str.  
Saturday, Dec. 25.  
Kauai—W. G. Hall, I. I. str.  
Hilo—Mauna Kea, I. I. str.

## MAILS

Mails are due from the following points as follows:  
San Francisco and Los Angeles—Great Northern, Dec. 23.  
Japan and Philippines—Nippon Maru, Jan. 4.

Australia—Sonoma, Dec. 28.  
Vancouver—Makura, Dec. 29.

Mail will depart for the following points as follows:  
San Francisco—Great Northern, Dec. 26.

Philippines and Japan—Chiyo Maru, Dec. 24.  
Australia—Makura, Jan. 27.  
Vancouver—Niagara, Dec. 29.

## TRANSPORT SERVICE

Logan, bound for Panama from San Francisco.

Thomas, at Manila.

Sherman, sailed December 15 for Manila.

Sheridan, at coast.

Dix, sailed December 11, for Manila.

Warren, in the Philippines.

Buford, at Cristobal.

**KAISER'S PALACE STORMED BY WOMEN DEMANDING FOOD**

LONDON, Eng.—Reuter's Telegram Company's Amsterdam correspondent forwards the following:

"The Telegraph is informed on good authority that serious rioting took place in Berlin in which several thousands women gathered before the imperial castle and demanded the return of their men folk from the front and improvement in food conditions. The crowd finally was dispersed by the police."

A huge cross erected for All Souls' Day in the cemetery in Rome, Italy, where all Romans who are killed in battle are buried, was covered with floral offerings contributed by the crowds of mourners.

A Genuine Hit is the Service by the

WESTERN PACIFIC

DENVER & RIO GRAND

ROUTE

QUICK TRANSIT

NO DELAYS

FRED L. WALDRON, LTD., Agents

## DO IT ELECTRICALLY

Hawaiian Electric Co.

## FREIGHT

TICKETS

Also reservations

any point on the mainland.

See WELLS-FARGO & CO., 72 S. King St. Tel. 1613

## OAHU RAILWAY TIME TABLE

## OUTWARD

For Wailana, Wailana, Kahuku and way stations—9:15 a. m., \*2:30 p. m.  
For Pearl City, Ewa Mill and way stations—7:30 a. m., \*9:15 a. m., \*11:30 a. m., \*2:15 p. m., \*3:30 p. m., \*5:15 p. m., \*9:30 p. m., \*11:15 p. m.  
For Wailana and Lihalehua—\*10:30 a. m., \*2:40 p. m., \*5:00 p. m., \*11:00 p. m.